

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

Claim 1 (Previously Presented): A method of conducting an incentivized trivia contest to increase the effectiveness of advertising, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;
additionally storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

selecting a subset of said first set of trivia questions and a subset of said second set of trivia questions to ask a member;

transmitting said subsets of trivia questions to said member and receiving said member's responses thereto via a communication medium;

scoring said member's performance in response to said subsets of trivia questions; and,
providing incentives to said member based upon results of said scoring.

Claim 2 (Original): The method in accordance with claim 1, wherein said association of said first and second sets of trivia questions with a broadcast comprises storing data indicative of which advertising airs in conjunction with said broadcast.

Claim 3 (Original): The method in accordance with claim 1, wherein said broadcast comprises a television broadcast.

Claim 4 (Original): The method in accordance with claim 1, wherein said broadcast comprises a radio broadcast.

Claim 5 (Original): The method in accordance with claim 1, wherein said broadcast comprises a display of multimedia content via a network connection.

Claim 6 (Original): The method in accordance with claim 5, wherein said network connection comprises an internet connection.

Claim 7 (Original): The method in accordance with claim 1, wherein said communication medium comprises an internet connection.

Claim 8 (Original): The method in accordance with claim 1, wherein said communication medium comprises interactive television.

Claim 9 (Original): The method in accordance with claim 1, wherein said communication medium comprises a set-top box.

Claim 10 (Original): The method in accordance with claim 1, wherein said communication medium comprises a wireless device.

Claim 11 (Original): The method in accordance with claim 1, wherein said communication medium comprises a data network.

Claim 12 (Previously Presented): A method of using a user profile to conduct a trivia contest, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

storing in said computer system a demographic profile of at least one member;

using said demographic profile to select a subset of said first set of trivia questions and a subset of said second set of trivia questions to ask said member; and,

transmitting said subsets of trivia questions to said member and receiving said member's responses thereto via a communication medium.

Claim 13 (Previously Presented): The method in accordance with claim 12, wherein said computer system comprises a plurality of computers interconnected via a network.

Claim 14 (Previously Presented): A method of determining advertising performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

selecting a subset of said first set of trivia questions and a subset of said second set of trivia questions to ask a member;

transmitting said subsets of trivia questions to said member and receiving said member's responses thereto via a communication medium; and

determining advertising performance based upon said member's answers to said subsets of trivia questions.

Claim 15 (Previously Presented): A method of determining the effectiveness of product placement, comprising:

storing in a computer system a first set of trivia questions relating to a product;

additionally storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of advertising of said product along with said show content;

selecting a subset of said first set of trivia questions and a subset of said second set of trivia questions to ask a member;

transmitting said subsets of trivia questions to said member and receiving said member's responses thereto via a communication medium; and

determining the effectiveness of placement of said product within said show content based upon said member's answers to said subsets of trivia questions.

Claim 16 (Previously Presented): A method of creating a report indicative of the effectiveness of advertising content, comprising:

storing in a computer system a first set of trivia questions relating to said advertising content;

additionally storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

transmitting said first and second sets of trivia questions to a member and receiving said member's responses thereto via a communication medium; and

creating a report indicative of effectiveness of said advertising content based at least in part on said member's responses as a measure of said effectiveness.

Claim 17 (Previously Presented): The method of creating a report in accordance with claim 16, wherein said step of creating a report further comprises using a plurality of demographic profiles to create said report.

Claim 18 (Previously Presented): The method in accordance with claim 16, wherein said advertising content comprises a commercial.

Claim 19 (Previously Presented): The method in accordance with claim 16, wherein said advertising content comprises placement of a product within said show content.

Claim 20 (Previously Presented): A method of conducting an incentivized trivia contest to increase the effectiveness of advertising content, determine advertising content performance, and determine show content performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;
additionally storing in said computer system a second set of trivia questions relating to show content;

storing in said computer system a demographic profile of at least one member;
associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

using said demographic profile to select a subset of said first and second trivia questions to ask a member who has received said broadcast;

transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium;

scoring said member's performance in response to said subset of trivia questions;

providing incentives to said member based upon results of said scoring; and,

using answers to said first and second sets of trivia questions to create a report indicative of effectiveness of said advertising content.

Claim 21 (Previously Presented): A method of creating a report indicative of recall, understanding, likeability or other broadcast performance measure, comprising:

storing in a computer system a set of trivia questions relating to content of a broadcast;

associating said trivia questions with said broadcast of said content;

transmitting said set of trivia questions to a member and receiving said member's responses thereto via a communication medium;

scoring said member's performance in response to said subset of trivia questions;

providing incentives to said member based upon results of said scoring;

using said responses to said set of trivia questions to create a report quantifying at least one broadcast performance factor comprising at least one of recall, understanding, and likeability; and

transmitting said report to a client.

Claim 22 (Previously Presented): The method in accordance with claim 21, wherein said broadcast performance factor comprises recall.

Claim 23 (Previously Presented): The method in accordance with claim 21, wherein said broadcast performance factor comprises understanding.

Claim 24 (Previously Presented): The method in accordance with claim 21, wherein said broadcast performance factor comprises likeability.

Claim 25 (Canceled).

Claim 26 (Previously Presented): The method in accordance with claim 1, wherein said transmitting is performed at a time after said broadcast.

Claim 26 (Previously Presented): The method in accordance with claim 1, wherein said transmitting is performed at a time after said broadcast.

Claim 27 (New): A method comprising:

- creating a plurality of questions relating to the content of a specific audiovisual program, each of questions having at least one selection attribute;
- creating a plurality of questions relating to the content of advertisements associated with the specific audiovisual program, each of the questions having at least one selection attribute;
- creating a survey template for the specific audiovisual program, wherein the survey template comprises a plurality of survey selection criteria;
- selecting at least one of the a plurality of questions relating to the content of a specific audiovisual program wherein the at least one selection attribute of the at least one question matches at least one of the plurality of survey selection criteria;
- selecting at least one of the a plurality of questions relating to the advertisements associated with the specific audiovisual program wherein the at least one selection attribute of the at least one question matches at least one of the plurality of survey selection criteria.

Claim 28 (New): The method of Claim 27 comprising the additional step of creating a member profile for a member, the member profile containing a plurality of member selection criteria, wherein

in the step of selecting at least one of the a plurality of questions relating to the content of a specific audiovisual program, the at least one selection attribute of the at least one question matches at least one of the plurality of survey selection criteria and at least one of the plurality of member selection criteria.

Claim 29 (New): The method of Claim 28 wherein

in the step of selecting at least one of the a plurality of questions relating to the advertisements associated with the specific audiovisual program, the at least one selection attribute of the at least one question matches at least one of the plurality of survey selection criteria and at least one of the plurality of member selection criteria.

Claim 30 (New): A method comprising:

storing in a computer system a first set of trivia questions relating to advertising content;
additionally storing in said computer system a second set of trivia questions relating to show content;

associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;

selecting a first team comprising a first plurality of members;

selecting a second team comprising a second plurality of members, wherein no member is included in both the first team and the second team;

selecting a subset of said first set of trivia questions and a subset of said second set of trivia questions to ask each member of the first team and each member of the second team;

transmitting said subsets of trivia questions to each member of the first team and each member of the second team and receiving responses from each member of the first team and each member of the second team thereto via a communication medium;

scoring each member of the first team and each member of the second team performance in response to said subsets of trivia questions and accumulating a first total score for the first team and a second total score for the second team; and,

providing incentives to said each member of the first team based on the first total score and to each member of the second team based on the second total score.

Claim 31 (New): A method comprising:

storing in a database of a computer system a first set of trivia questions relating to the content of advertisements for a plurality of broadcast shows;

storing in a database of a computer system a second set of trivia questions relating to show content for the plurality of broadcast shows;

receiving an request over a network to answer trivia questions relating to at least one of the plurality of broadcast shows;

substantially immediately selecting a first subset of trivia questions relating to the at least one of the plurality of broadcast shows from the first set of trivia questions;

substantially immediately selecting a second subset of trivia questions relating to the at least one of the plurality of broadcast shows from the second set of trivia questions;

substantially immediately transmitting the subsets of trivia questions to the member over the network;

receiving the member's responses to the subsets of trivia questions over the network;
scoring the member's performance in response to the subsets of trivia questions; and,
providing incentives to the member based upon results of the scoring.